

CINEMA

C A N A D A

POSTAL
STRIKE
SPECIAL

SLUMP

NOWHERE TO GO BUT UP

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MONTREAL — The situation is serious, and the signs are everywhere. The present production slump in Canada is worse than had been expected at the end of 1980.

Publicly, no one is mincing words any longer. As André Lamy, executive director of the Canadian Film Development Corporation said to the Cultural Review Committee on July 6, "The current situation with respect to feature film production is critical. The factors which contributed to the shortfall in last year's sale of film units to investors... have proven much farther reaching than initially thought... all but a few brokers [have withdrawn] film from their investment portfolios. Lacking sure sales to investors, banks have pulled out of bridge financing."

More emotionally, Guy Fournier, president of the Institut Québécois du Cinéma, writes in his introduction to the IQC's annual report, "Producers are exasperated, creators are worn out, distributors are looking for help everywhere..."

Concretely, film sets and studios are deserted and it's mid-summer, usually the moment that production blossoms. Last year at this date, the following films were in principal photography: *Hot Touch* (Astral Productions), *Happy Birthday to Me* (Dal), *Gas* (Filmplan International), *Drats* (Nelvana), *Misdeal* (Quadrant), *Melanie* (Simcom) and *Les Beaux Souvenirs* (Lamy-Spencer/National Film Board). Add to that the NFB documentary on the voyage of the Calypso, and two

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